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“Longview”



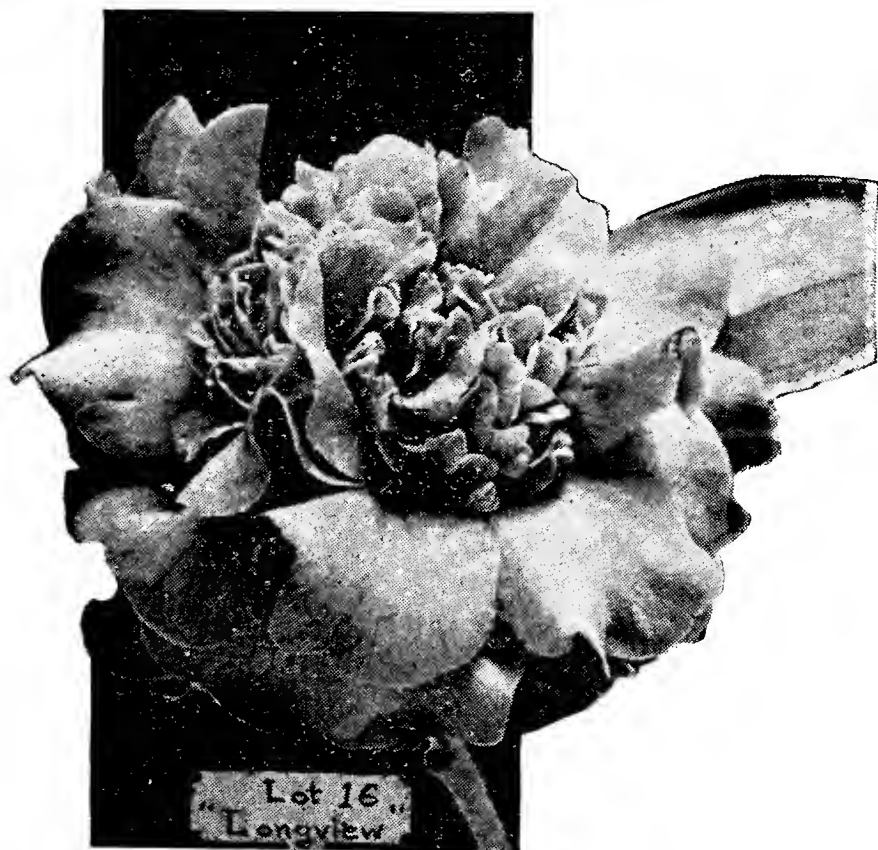
Crichton Ala.

FACTS

YOU SHOULD KNOW ABOUT

CAMELLIA JAPONICAS

old time favorites,
the ne plus ultra of winter flowering plants.



“Longview”

Crichton, Camellia Specialist Alabama
SUBURB OF MOBILE

SHIPPING POINT MOBILE ALABAMA
TELEGRAPH & LONG DISTANCE PHONE
MOBILE EXCHANGE - **Belmont** 2001-R

HOW To Select Camellias Intelligently

The Camellia japonica tribe is large, and only by judicious selection is it possible to get the best varieties.

Values in Camellias like other merchandise can not be judged by what an individual plant cost. Don't buy Camellias on price basis alone. Choose quality or demand individual varieties because of some outstanding characteristic such as color, form, structure, habit of growth, or natural period of bloom.

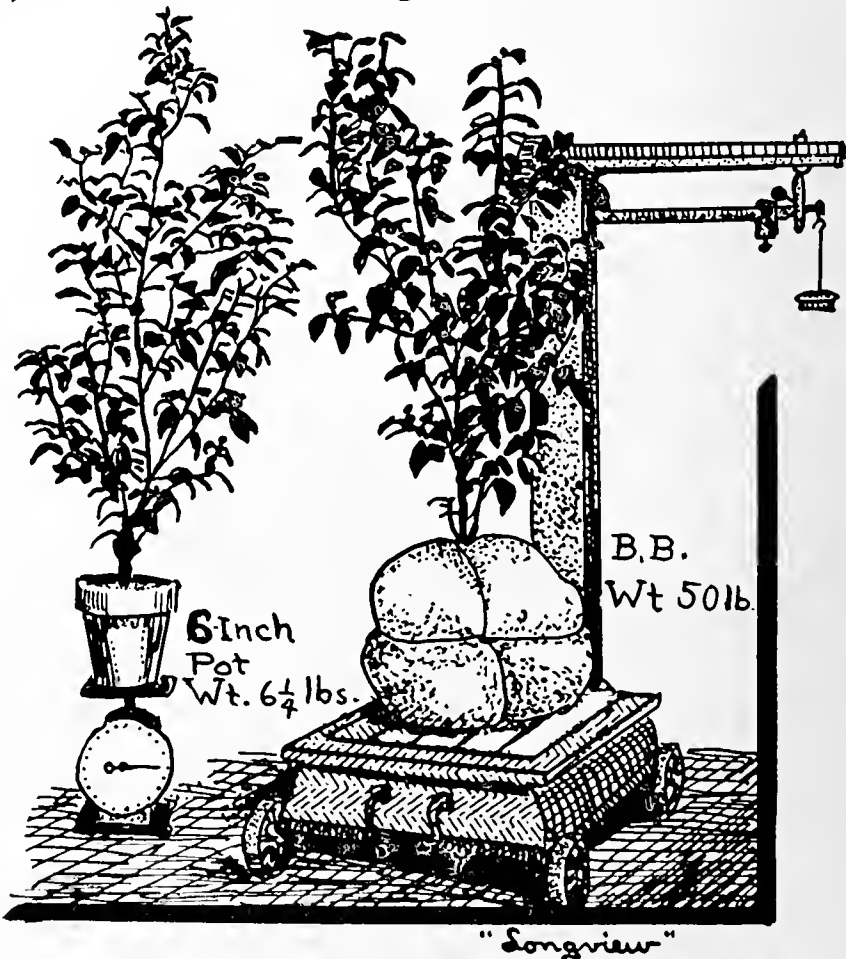
Exercise the same common sense in buying Camellias, you would use in purchasing plants you are thoroughly familiar with.

Know These Faces Before Buying

HOW OLD IS THE PLANT: Commercial growers or individuals can hardly afford to buy one- or two-year-old plants, and wait three to four years for flower development. They should be four to six years old before allowed to bloom.

WHAT IS THE HEIGHT AND CHARACTER: Is it a single stem, branched or well branched plant. Well branched Camellias produce more flowers than plants lacking character.

HOW MUCH WILL EACH PLANT WEIGH: This is a very important point to consider in figuring the delivered cost of transportation. The disadvantage of buying field grown Camellias, individual plants weigh four to eight times as much as pot grown Camellias of same age and height. Naturally the excessive weight materially increases transportation or delivered cost, to say nothing of the difficulty one has if the plant is to be grown in a pot, will require a very large container, to accommodate the large ball of earth.



“Longview”

The potted Camellia weighs $6\frac{1}{4}$ pounds net, while the balled and burlapped plant weighs 50 pounds. Transportation cost would be eight times higher on B. B. Camellia than a six-inch potted plant.

Camellia Specialist

In addition to the excessive weight, there is a liability of ball of dirt breaking from roots of field grown Camellias in transit.

Potted Camellias can be shipped and transplanted without injury to the roots, any season, whereas it is not safe to transplant field grown Camellias when in active growth.

Incidentally, tops of field grown Camellias should be pruned back to equalize the loss of roots, cut at time of digging and packing.

HERE'S THE AVERAGE WEIGHT OF POTTED CAMELLIAS

4 Inch Pot, 3 Year Old, Weight.....	2¼ Pounds
5 Inch Pot, 4 Year Old, Weight.....	4 Pounds
6 Inch Pot, 5 Year Old, Weight.....	6 Pounds
7 Inch Pot, 6 Year Old, Weight.....	10 Pounds
8 qt. bucket, (9" pot size) Weight.....	19 Pounds

WHAT VARIETY SHALL I SELECT: There is so much misunderstanding and misinformation floating around the nursery trade, concerning horticultural names of Camellias, that sometimes it seems almost hopeless to try to correct the situation. We are doing our bit to overcome this error, and for the sake of accuracy, our Camellias are not offered under horticultural names unless we have authoritative identification.

Numerous Camellias are sold under two to seven distinct names, by nurserymen in different sections of the country. Frequently they are given local names, or named after the owner of a tree from which they secured propagating stock.

Proof of this confusion in horticultural named varieties is apparent by comparing any two or more catalogues listing even a few sorts of Camellias. One can't help but note the corruption in spelling of named varieties, which might be overlooked if one has the assurance of getting stock true to description or color, form, and structure of flower.

An example of gross misnomer in offering Camellias under names might be cited in the variety, Mrs. Abby Wilder, described by some nurserymen as "Peony shaped, either pink or white." This well known Camellia, a hybrid of American origin is illustrated in Bailey's Standard and Cyclopedia of Horticulture, Halliday's Practical Camellia Culture, Verschaffelt Nouvelle Iconographie des Camellias, Berlese Iconographie du genre Camellia and other publications as a "full double, rose form with petals gradually diminishing in size to the center, arranged with great regularity; color azure white, with an occasional suffusion of light rose." The latter quotation is from M. P. Wilder's description 1847.

There is no reason why Camellias should not be grown and sold under correct names, just the same as roses, dahlias or fruit trees.

Personal taste or commercial expediency must be your guide, in selecting Camellias, rather than ordering by name, since some varieties are better adapted for use as cut flowers while other types have no commercial value except for an outdoor winter-flowering evergreen.

Many varieties bloom with ease, while a few of the finer, full double sorts are suited only for greenhouse culture where a uniform cool temperature is maintained.

WHAT ARE THE FORMS AND TYPES OF CAMELLIA FLOWERS:

They should be classified in four main divisions by form, as: singles, semi-double, double, and full double. These classifications should be divided into groups defining the type of structure, that is, semi-rose, full rose, peony, bomb, Anemone, Ranunculus, formal or decorative dahlia, etc. The number of petals, their structure, size and form determines the divisions and groups of these classifications.

WHEN IS THE NATURAL PERIOD OF BLOOMING: Usually described as Early, medium and late. Referring to those varieties blooming from October thru December as early; January thru February as medium; and March thru April as late.

COLORS, AND COLOR MARKINGS: Camellias are available in pure white, striped, varigated of the richest combination of color, red of every shade from deep crimson to the softest tint of faint blush. No yellows, true blues or violet colors are in commerce.

SIZE OF FLOWERS: While available moisture, nitrogen and prevailing temperature prior to and at time of blooming influences the size and substance of Camellia flower, each variety is limited to a maximum size, designated as small, 2 to 3 inches across; medium, 3 to 4 inches, and large, 4 to 6 inches.

ARE THE PLANTS FREE FROM SCALE AND INSECT PESTS:

Camellias have very few serious insect pests or diseases. There are several species of scale attacking foliage and wood, that prove troublesome. If you start with "clean" plants there is no reason to fear scale, unless introduced from other host plants grown nearby.

Discriminating buyers should choose Camellias as they would other plants. Who would order roses or dahlias simply by color, without knowing the name, habit of growth, usual season of blooming, size and form of flowers and whether they were vigorous and free flowering?

Of course the best way to buy Camellias, is to personally select them when in flower.

Only a grower specializing for many years, learns the good from the mediocre varieties.

The writer has grown Camellias at "Longview" since 1915, first as a hobby, and since 1924 as a commercial undertaking. Here one finds tens of thousands of Camellias in countless varieties.

Buyers of "Longview" Camellias are invariably satisfied customers, and are located in nearly every State of the union.

Never before have Camellias in this country or Europe been offered at such reasonable prices.

Your order will be appreciated for a single plant or twelve car loads of potted Camellias filled from stock on hand.

Further inquiries, and out of town visitors always welcome.

Crichton, Ala.

"LONGVIEW"

ROBT. O. RUBEL, Prop.
Camellia Specialist

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WHAT ABOUT "LONGVIEW" CAMELLIAS IT IS WHAT BUYERS SAY

||| HILO, HIWAIL.—"Your Camellias have come in most excellent condition. I wish to thank you for the way in which they were packed. I receive many plants shipped from all over the world in the course of a year but never received a package that reached me in any better condition than your Camellias."

And a year later, from Hilo, Hawaii we get this statement: "All the Camellias you sent have grown well and I expect more will flower this year."

GALVESTON, TEXAS.—"Camellias arrived in very good condition. We were well pleased."

||| FULLERTON, MD.—"I have received hundreds of shipments, but never received one that was packed as good. The plants looked as though they were packed yesterday."

NEW ORLEANS, LA.—"Camellias arrived in dandy shape—you are certainly a past master at packing."

||| HOUSTON, TEX.—"Every Camellia that I bought from you has thrived."

KOCHOW, KWONGTUNG, CHINA.—"I am enclosing order for Camellias. They are great favorites with the Chinese who raise them in pots, even plants five and six feet high. In this locality I have noticed only several varieties, but I was in one garden near here, when the plants were not in bloom, and there were more than a hundred plants of all sizes."

A year later this same customer in China writes: "The Camellias I ordered from you before I left here came while I was away and two of them bloomed this season."

I have been around to several gardens. They, of course, grow everything in pots. Camellias are favorite flowers with the Chinese, and even the elegant gentlemen, who ordinarily would not soil his hands with anything like labor will take care of a Camellia plant."

||| AUGUSTA, GA.—"Allow me to congratulate you on your packing—not a leaf damaged, or a root disturbed. It was wonderful! Your "handle" arrangement of the boxes, paper, containers, moss, labeling—all perfect. It is easy worth fifty per cent of the price to receive plants in such condition. You are an artist—the artist overlooks no details."

SAVANNAH, GA.—"One surely appreciates your methods of packing after receiving shipments from elsewhere."

||| FAIRHAVEN, MASS.—"All Camellias purchased from you have grown nicely and have bloomed."

BRADY, TEX.—"The Camellia japonicas received in good order, and I certainly appreciate the fine plants."

||| ST. PETERSBURG, FLA.—"The Camellias received in splendid shape, I want to thank you for the exceptionally good packing you gave them."

ORLANDO, FLA.—"Shipment of Camellia japonica plants arrived in the most superb condition. I have purchased lots of shrubbery, but never before have I obtained any plants selected, packed and shipped with such art. The joy which my family and I experienced when the shipment was opened was worth the entire cost."

ONLY A FRAGMENT OF THE
Names and Addresses of Those Who
SEND YOUR ORDER WITH ASSURANCE

"Longview"

Robt. O. Rubel, Jr., Prop.
CAMELLIA SPECIALIST

WE MIGHT SAY MAY BE TRUE ENOUGH. THAT PROVES IT.

MARTINSVILLE, N. J.—“In all the 20 years we have been ordering and growing fruits and flowers, never have we received plants so beautifully packed. If that is how all your plants are sent out, you should have and deserve the best of success, and here's wishing it to you.”

SAN FRANCISCO, CALIF.—“Camellias arrived yesterday in perfect condition. Your packing could not be improved, plants fresh and very healthy.”

JENNINGS, LA.—“Camellias arrived today in perfect condition, each plant a little gem. There is as much difference between your plants and some others we have had as between a discarded flivver and a shining new Cadillac.”

NORWOOD, PA.—“Received Camellias May 20th in best of condition. Consider your method of packing the best I have ever received from any concern since I have been in the Florist business.”

PALISADES PARK, N. J.—“The Camellias arrived this morning in perfect condition, as they were certainly very well packed.”

CRESCENT CITY, FLA.—“I was delighted to receive my Camellias, and even more delighted when I unpacked the plants. They are the finest plants I have ever bought in the South.”

DANBURR, CONN.—“I will let you know I have received Camellias in good condition.”

BELLEVUE, WASH.—“Camellias came in fine shape, most of them are putting on new growth.”

CHESTERLAND, O.—“Received the Camellias in perfect condition and I am very much pleased with them.”

GLENDALE, CALIF.—“The Camellias arrived in fine condition, being most carefully packed.”

CHARLESTON, SO. CAR.—“My compliments on the packing of Camellias. They arrived in perfect order.”

PORTLAND, OREGON.—“The Camellia plants came in fine and dandy shape, and I will order more of them later.”

AMITY, ORE.—“Camellias came in the best of condition and we are very well pleased.”

PROVIDENCE, R. I.—“Camellias arrived in wonderful condition.”

CAPE CHARLES, VA.—“I received the Camellia japonicas, they are beautiful, I am delighted with them.”

EVANSTON, ILL.—“I have received Camellias in good condition and I am very much pleased.”

MARION, SO. CAR.—“The Camellias I bought from you in the Spring are healthy and came in fine condition.”

NEWBERN, ALA.—“Camellias arrived in perfect condition, beautifully packed. So fresh and luxuriant, such nice size—larger than expected.”

COLUMBUS, GA.—“Camellias arrived yesterday morning and they were wonderful, gorgeous, have never seen finer lot of Camellias in one shipment, and they were packed beautifully, you surely are an artist in your line.”

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Above Writers Furnished On Request

CAMELLIAS FROM “LONGVIEW” WILL SATISFY YOU.

Crichton, Ala.

